

Tornado Jarred Loose City Spirit, Says J. D. Larson

Community Welfare Movement and Right to Live Right Outgrowth of Disaster, He Says.

"Omaha is a better city because it was stricken by a tornado," says J. David Larson, commissioner of the Chamber of Commerce. Not that Mr. Larson believes another such shaking will ever be needed, but he discerns in the fellowship developed in a day of need, the seeds of the community spirit that has bloomed in Omaha ever since.

"The people of a community are banded together in pursuit of a livelihood and happiness," said Mr. Larson today. "In discussing the need for spiritual and moral force to insure the success of a community, he made the point that a city must be more than a place to make money.

"The ties which bind people together—economic and social," he said. "Where the economic overbalances the social, the community is on dangerous sands. Where the economic life is dominant there is want and physical suffering. The foundation of a city is the spirit or soul of mankind, while the superstructure is the material.

Spirit is What Counts.
"Where the spirit of a people has been properly developed and the finer qualities cultivated, it is portrayed in their community building. If the spirit is dead, the community is dead, no matter what its outward appearance.

"The live spirit is portrayed in the appearance of the homes, lawns, trees, flowers and in the back-lots and alleys. It is pictured in the schools, parks, playgrounds and in the churches, the divorce courts and jails. The people on the streets, in the elevators, on the street cars, are daily telling the observer the character of their community.

Sometimes it requires a catastrophe to arouse the community spirit. The great war aroused our nation to its best endeavor, and out of it is undoubtedly coming a compensation to the people because they are realizing the power of unity.

Human Element Considered.
"Where there is no vision in community planning, communities are built in a mess. If the men and women of yesterday in some of our larger cities had had the proper vision the school children would not be gasping for breath in the limited playgrounds surrounding school houses. Entire blocks of residences would not now have to be torn down to make room for parks and playgrounds.

"The human element is playing a more important role in city building than ever before. Captains of industry, in securing locations today, are considering the civic part of a community with just as much care as they are transportation, raw materials and available sites. The industrial man knows that his business will succeed only to the extent which his workmen are contented, and contented workmen today seek something besides tenements with a dark alley to serve as the children's playground.

"The captain of industry will investigate the number of parks in a city, playgrounds, schools, churches, amusements, housing facilities, civic centers, charities, how they are organized, etc. All play a very important part in the location of industry. With these civic improvements come contentment to workmen, and for that comes more efficiency in manufacturing, which brings reward to all concerned.

"These things are no luxuries; they are necessities, and any community building for tomorrow does wrong to the children of today and the men and women of tomorrow if it does not take full cognizance of their responsibility in providing these essentials and making a pleasant place in which to live.

About Nebraska's Record.
"There are various factors in determining the spirit of a community. Taking Nebraska as a whole, it compares very favorably with the remainder of the United States, but there is considerable room for improvement. Using a few vital statistics:

"There are enrolled in the schools of the nation 75.8 per cent. The enrollment in Nebraska is 84 per cent.
"The percentage of illiteracy in America is 7.7. In Nebraska only 1.9 per cent are illiterate.
"Nebraska has 19 per 10,000 insane, while, for the nation, the proportion is 23 per 10,000.
"In crime there are five per 10,000 in prison, while in this state there are four per 10,000.
"Nebraska has 101 marriages per 10,000, while the nation has 105, and its divorces make a further unfavorable showing of 13 per 10,000, while those for the entire country are 11 per 10,000.

About Church Goers.
"The church average compares favorably with other states, but this is only 48 per cent of the inhabitants enrolled in the congregation, and a still smaller number attends. The larger the enrollment and the greater the attendance in churches, the higher the character of citizenship. No matter what the church, there is an appeal to the soul which makes for a higher citizenship.

"Develop the soul and the character of the citizens by making the churches a living thing.
"Make your community a good place in which to live by emphasizing the civic life.
"Keep your community clean.
"Have ample parks and gardens and playgrounds to develop the children and rest the parents.
"Build schools with plenty of breathing space and have them teach that it is an honor to work and do something well.
"Use the school buildings as civic centers where community groups may be educated in city and national affairs.
"Build always with a thought of tomorrow."

Wage increases of from 5 to 10 per cent, pottery works owners offer their employees will be submitted to a referendum by officers of the National Brotherhood of Operative Potters. If ratified the rates will become effective the first day after September 15.

Announcing a Beautiful Exhibit of A \$3,500 "Town Blouse"

Every woman should see this wonderful blouse, made of genuine Rose Point lace, and denotes the exceptional art and workmanship of every "Town Blouse."—Our Second Floor—West.

Brandeis Stores

SETS THE PACE FOR GROWING OMAHA

The Joy of Possessing Beautiful Furs



IS GREATLY enhanced by securing them at the start of the season. A few of the most desirable buys to be found in our greatly enlarged Fur Section are as follows:

Scotch Mole Coatee, 395.00

Sports model, 30 inches long, with belt attached; large shawl collar and bell cuffs; priced at **395.00**

Scotch Mole Coat, 495.00

In 36-inch length, with full 72-inch sweep; large cape collar; belted model, trimmed in wide bands of reversed mole; priced at **495.00**

Hudson Seal Coat, 695.00

Made of extra fine quality selected skins, in 36-inch model; entire garment stayed and lined with Mallinson's silk, having wind shield in sleeves; shawl collar and cuffs of best quality Minnesota skunk; priced at **695.00**

Hudson Seal Coat, 650.00

In 36-inch model; shawl collar and cuffs self-trimmed; belted model with bell sleeves; priced at **650.00**

Brandeis Stores—Second Floor—Center

A Noteworthy Ensemble of New Gowns In Distinguished Creations

PORTRAYING original touches in artistic embroideries, iridescent beads, exquisite laces, frills and ruchings, in delicate or more elaborate effects. Few, indeed, are the materials that cannot adapt themselves to the lines of the new costumes.

- Silk Duvelyn, Satin,
- Canton Crepe, Kittens Ear Crepe,
- Crepe Meteor, Velvet, Georgette,
- Tricotine, Tricolette, Laces,
- Poirot Twills, Serges, Rich Brocades

are the more popular materials. Even more fascinating than ever is the endless variety of new neck lines, original sashes and clever bits of trimming.

Prices range from 79.00 up to 250.00

Brandeis Stores—Second Floor—West



Reproduced With All Their Original Charm

French Hats



FROM the days of the famous beauties for which France is renowned, a suggestion of coquetry and romance has clung to the crowning touch of a woman's toilette, The French Hat. These hats, which have been reproduced by famous New York and Chicago designers, are in the most beautiful materials and trimmings of the season.

The Garniture Themes

Feathers, Fancies of Ostrich, metal trimmings and veils are favored themes of garniture, and it is interesting to know how many charming ways they are adapted. Women can make selections from this group with confidence that these are hats whose vogue will endure.

Prices range from 20.00 to 35.00

Brandeis Stores—Second Floor—East

Monday—An Exceptional Sale of Fine Bed Spreads

Here is a chance for every housekeeper to save about 30% on bed spreads. It has been some time since we have been able to offer such exceptional bargains. We list six of the best values for your approval.

4.50 Spreads

The crocheted kind, with hemmed or scalloped cut corners; all very attractive patterns; choice for Monday, at **2.98**

For this sale we include a special lot of fancy printed and cretonne bed sets in exquisite colorings and attractive patterns; set consists of one spread and one bolster to match; very special, at **10.98**

6.00 Spreads

Extra large size crocheted spreads; heavy quality, with hemmed ends; very attractive patterns; special, each, at **4.98**

10.00 and 12.00 Spreads

Superior satin finished, extra quality damask spreads; exquisite patterns, with scalloped and cut corners; a special value in this sale, **7.98** each, at

19.50 Satin Spreads

Beautiful high-class satin finished sets, consisting of one spread with scalloped edges, cut corners, bolster to match; elaborate patterns; priced, for the one day only, at **14.50**

Brandeis Stores—Main Floor—South

Monday—An Exceptional Sale of Wash Goods

A Sale of Fall Wash Fabrics

An unusual collection for Fall wear at temptingly low prices. The values range from 60c to 98c yard.

- Foundation silk, silk and cotton mixed, 36 inches wide.
- Beach suiting in a variety of plain colors, 36 inches wide.
- Dress poplin, highly yarn mercerized, 27 inches wide.
- Linen finished suiting, all plain shades, 36 inches wide.
- Genuine soisette, in assorted colors, 32 inches wide.
- Novelty dress voile, 38 and 40 inches wide.
- Nainsook of fine white combed yarn, 36 inches wide.

Monday
Your Choice
at
39c
Yard

Brandeis Stores—Basement—West

Housewares, China and Glassware Specially Priced

For Monday we are offering some exceptional bargains from our new China and our new Housewares Department on the Fifth Floor

Monday China Specials

Dinner Sets

Beautifully decorated and treated with coin gold; set of 49 pieces; priced, at **25.00**

Lenox China

Tea pot, sugar and creamer, dainty new shape, decorated with sterling silver; the set for **18.50**

Water Goblets

Of blown glass in iridescent cut effects; regular 12.00 values; specially priced, the dozen, at **7.50**

Sugar and Creamer Sets

In genuine Sotsuma ware; beautiful ware that will please you; the set for **3.50**

Monday Specials in Housewares

Combinettes

Made of white enamelware, with bail and cover; special, at **1.98**

Electric Irons

Six-pound size, fully nickel plated and guaranteed for one year; 5 feet of cord attached; special, at **6.29**



Duplex Fireless Cooker

With complete set of utensils and cook book with every cooker; 8-quart size; special, at **14.98**

Percolators

Of pure aluminum; extra good weight; highly polished and finished; 8-cup size; specially priced, at **2.19**

Brandeis Stores—Fifth Floor—West

Monday—Exceptional Values in Home Rugs and Draperies

For Monday, we have assembled some exceptional values in fine rugs, curtains and draperies, which we offer at splendid savings over the regular selling prices.

Home Rugs

Wilton Velvet Rugs

9x12 high grade seamless rugs; very serviceable in new up-to-date patterns; suitable for any room in the house; worth **54.50** 69.50; priced at

Seamless Rugs

8-3x10-6 closely woven Wilton velvet rugs; no seams; Oriental and conventional designs in harmonious colorings; **47.50** worth 59.50; priced at

Axminster Rugs

Seamed and seamless grades in medallion, floral and Oriental designs; worth **55.00** 75.00; priced at

4-Yard Wide Linoleum

Genuine cork linoleum, with thoroughly well-seasoned enamel surface; ideal for kitchen or dining room; tile, block, wood and mosaic patterns; per square **1.29** yard,

Fourth Floor—Center

Draperies—Curtains

Panel Laces

In strips 6 to 9 inches wide; beautiful patterns; worth 1.25 to 1.50; special, for Monday, at **1.00 and 1.25**

Cretonnes

One lot, 36 inches wide, which sold for 1.50 per yard, special, Monday, at, per **69c** yard,

Curtain Nets

Very special values, worth 3.50 per yard; special, at **2.50**

Mercerized Madras

All new patterns in staple colors; 36 inches wide; priced, at, per **2.00** yard,

Plain Marquisette

In white and ivory; 36 inches wide; regular 75c quality; special, at, per **49c** yard,

Printed Voiles

With colored borders; 40 inches wide; our regular 1.00 quality; special, at, per yard, **69c**

Fourth Floor—East

Monday—An Extraordinary Sale of Black Silks—Wool Goods

Black Silks Greatly Reduced

Black silks were never so popular as they are now for street, afternoon and evening wear. Do not fail to avail yourself of these wonderful and sensational offerings:

- Satin Messaline, 36 inches wide, worth 2.95, yard, **1.69**
- Satin de Luxe, 36 inches wide, worth 3.50, yard, **2.50**
- Peau de Soie, 36 inches wide, worth 3.50, yard, **2.50**
- Chiffon Taffeta, 36 inches wide, worth 2.50, yard, **1.75**
- Satin Charmeuse, 40 inches wide, worth 5.50, yard, **3.50**
- Crepe back Suede Satin, 40 inches wide, worth 8.50, yd., **4.95**
- Cashmere Satin, 40 inches wide, worth 4.50, yard, **2.95**
- Satin Duchess, 36 inches wide, worth 3.50, yard, **2.50**

Brandeis Stores—Main Floor—Center

Monday Specials in Wool Goods

Wool Chiffon Broadcloth

One of the most favored Fall and Winter fabrics, sponged and shrunk; season's most fashionable colorings, including black, are shown; **4.95** priced, yard, at

Men's Wear Serge

An extra fine quality in navy blue only; all wool and a soft fine quality that will tailor well for suits and dresses; 54 inches wide; **3.95** Monday, per yard,

Plaid Suitings

In fine all wool quality, velour and serge weaves; very newest and most attractive color combinations for the new tuck and plaited skirts; 56 inches wide; Monday, at **4.95 to 6.50** per yard,

All-Wool Tricotine

Fine 54-inch quality; justly popular for Autumn suits and dresses; this handsome fabric is available in mid-night and navy blue and is priced, for Monday, at **5.95** per yard,

Brandeis Stores—Main Floor—Center

Suggestions from our beautiful Art Department

Waste Paper Baskets

Made of card board in pink and blue floral decorations; gilt edges; appropriate for bedrooms; while they last, **75c** each, at

Stamped Huck Towels

Attractive designs which require little work. **65c and 89c** Each

Stamped Bed Spreads

With patches for applique work; the design, a basket of flowers, requires little work, yet is very effective. **Each at 10.00**

Third Floor—West